

# PEOPLE & THINGS

**THAT** annual piece of hokum, the election of the "Ten Best-Dressed Women in the World," is upon us again, and ballot papers have gone out for the so-called "International Poll," conducted by the Couture Group of the New York Dress Institute.

This body consists of twenty-nine individuals, beginning with a Mr. Berin and ending with a Mr. Zuckerman, who claim that "the selections constitute an important style standard and an authoritative record of contemporary taste in dress."

## Raised Eyebrows Dept.

AS an aide-mémoire, the privileged voters are provided with a list of best-dressed women. There are 155 names on this list of which 139 are American. Sharing the remaining sixteen names are France, Spain, Greece, Italy, Argentina and England. The rest of the world's women are nowhere.

I suppose we should be flattered that the American "Rag Trade," as it is called, have listed a generous tally of three names from England. They are Her Majesty the Queen, Princess Margaret, and the Duchess of Kent.

## Scorched Air Policy

**PROFESSOR RICHARDSON**, like his two predecessors at the Royal Academy, is a character, and, like them, he can be confidently expected to set the chandeliers tinkling and the plaster falling from the walls of those august galleries during his short reign. (He reaches retiring age next year.)

It should, in fact, require only a few minor bombshells from Professor Richardson to hasten the Ministry of Works into a programme of interior renovation of the Royal Academy, for the walls are decrepit and pock-marked with twenty years of hanging and re-hanging and comparatively modest mayhem will complete their disrepair.

If the new president can import into this public building some of the beauty and unity of style which grace his own private house at Amphilh, any method short of incendiaryism should be allowed him.

## Deus-ex-Spaceshipia

**THAT** lively little periodical "The Use of English," published quarterly by Chatto and Windus, invariably contains more than is suggested by its unwieldy title, and the current number is notable for a brilliant examination of "comics" by Mr. E. W. Hildick, a teacher of backward boys, together with his practical suggestions for defeating the "pulp mentality" in the classroom.

Briefly, it is to make his pupils invent and tell their own strip cartoon, with the one proviso that everything that happens in the story has to be "possible," in order to root out that greatest evil of the comics, the principle of "deus-ex-spaceshipia," whereby all

## By ATTICUS

problems are solved at the pressing of a button or the donning of a scarlet cloak or the hissing of "Shazam!"—in other words, the short cut."

He found early evidence of progress in one pupil's derisive: "Yah! Billy can't even ride a bike, never mind a nellycopter."

## Faces and Fortunes

**THE** best-known faces in American advertising were both "created" by an Englishman.

On the left is Commander Whitehead, "The Man" from Schweppes, who is rapidly becoming runner-up to Sir Winston Churchill as America's most popular Englishman. Schweppes'

Governor in the Official Gazette of 9th October, 1953, permission is hereby granted to . . . Mr. Bishop . . . of . . . B.G. Police Officers Mess, Brickdam . . . to hold a . . . Cocktail Party . . . at . . . the above address . . . on . . . 21st November, 1954 . . . between the hours of . . . 6.00 p.m. . . and . . . 12 p.m. . . this permission is granted subject to order being maintained and the immediate dispersal of the participants when the . . . party . . . is over, and that no obstruction is caused to other persons lawfully using the streets.

Commissioner of Police,  
British Guiana."

## Anatomy of Smiles

**R**ECENT visitors to China have concluded from the broad smiles that have everywhere

greeted them that the Chinese are happy under the present regime. But I wonder if their deduction is correct.

I once asked Mr. Hsiao Chien, a popular figure here during the war, why, in conversation with me, he wore a perpetual smile on his face. He replied that it was all a matter of the way the skin is stretched over the cheekbones and that

just as his eyes slanted upwards, so the corners of his mouth turned up when he opened it.

A similar phenomenon can be observed in the sweet but mirrainless smiles on faces which have been too drastically lifted by plastic surgery.

## I Kid You Not!

**R**EADERS or viewers of "The Caine Mutiny" will remember Captain Queeg's two steel ball bearings which he nervously manipulated in his right hand as he growled "I kid you not!" in threatening tones to his subordinates.

Now Surco Products, of Kalamazoo, Michigan, have put on the market two chrome steel "Queeg Balls," gift wrapped as a Christmas present "for the nervous, supercharged or ulcer-ridden man."

## A Likely Tale!

**F**EARING an attack by a neighbouring tribe, an African chieftain ordered that his golden throne should be hidden in the grass roof of his hut. But the roof would not bear the weight and the throne fell through and squashed the chief flat.

Motto: People in grass houses should not stow thrones.



FACES AND FORTUNES

American sales are booming largely because Americans love Whitehead's face, his London clothes and his excessively English accent, and his autograph is in demand wherever he goes.

On the right is "The Man in the Hathaway Shirt" whose appearance boosted sales from \$3 million to \$8 million in two years. He is in fact Baron George Wrangell, the son of a Tsarist general, and his "creator" bought the eyeshade for 50 cents in a drug store. The trick has been widely copied, notably by "The Girl with the Eye Patch" attired only in a brassiere and a girdle.

## "The Man From Surrey"

**THE** creator of these now famous characters is David Ogilvy, a forty-three-year-old Englishman who was born at West Horsley, took his degree in Modern History at the "House" and then studied cookery at the Hotel Majestic in Paris where, as he told me, "my greatest thrill was watching the President of France eating a soufflé I had cooked. He died a week later."

He was one of the brilliant team who did intelligence work under Sir William Stephenson during the war, and he then founded the New York advertising firm of Hewitt, Ogilvy, Benson and Mather, with the object of increasing British exports to the United States.

He is now the darling of the American advertising world (a breath-taking achievement), is making a fortune, and works an eighty-hour week—which is probably too much, as only last week an English friend saved him from approving some copy containing the words "Floreat Etonia."

## Riot Act

**"UNDER** the provisions of Section 19 of the Emergency Order, 1953, and the order made thereunder by His Excellency the